



Introducing: Wisconsin's Small Business Environmental Council

The Small Business Environmental Council helps make sure that the DNR serves the small business community in smart and effective ways. The council advises the DNR about how existing rules affect small businesses, provides a small business perspective on proposed regulations, and helps make DNR documents easier to understand. The governor and the legislature appoint seven members of the council and the eighth is from the DNR. Together, they serve as the voice of Wisconsin's small businesses at the DNR.

Current members:



Amy Litscher – Council Chair, President of Saga Environmental in Lake Mills

Amy has been a member council for six years and currently serves as chair. She is president of Saga Environmental and Engineering, Inc., a small consulting business specializing in industrial Environmental Compliance, Subsurface Investigation/ Remediation of Environmental Contamination, and Environmental Engineering, based in Lake Mills, with offices in the states of Oregon and Missouri. With over two decades of environmental work, she has worked with small and large companies helping to navigate the rules, policies, and intricacies of the DNR and EPA.

From the side of owning a small business, she has experienced some of the challenges that face small businesses. From consulting side, she has seen the council and DNR's in-house SBEAP staff help small businesses traverse environmental regulations and requirements. Her main goal for the Council is to spread the word that help – non-threatening, cost effective, safe, and knowledgeable help – is available to all Wisconsin small businesses through the SBEA program.



Jody Jansen, Vice President of BankFirst in Waupaca

Appointed to the council in 2016, Jody has over 25 years of business banking experience, providing financial solutions to small and large family owned and closely held companies throughout central Wisconsin. Jody excels at and has a deep understanding of government guaranteed loan programs such as the USDA Business and Industry program, SBA 504 and 7(a) programs, and Industrial Development Revenue Bonds. He also has extensive experience working with and understanding the needs of manufacturing companies, having served as Chief Financial Officer of a local manufacturer for a number of years.

Dedicated to serving his community, Jansen serves on the Board of Directors for the Waushara County Economic Development Corporation as well as CAP Services. He also serves as a trustee for the Village of Wild Rose.

As a commercial banker Jody deals with small businesses every day. Serving the council allows him to assist those that have environmental issues, as well as impacting those issues that affect small businesses.



Vince Ruffolo, President of Superior Industrial Coatings

Appointed to the council in 2011, Vince Ruffolo has been the President and CEO of SIC Inc. since 1990. The company has grown since then, from a small 6-employee organization to an operation today that provides jobs to over 50 inner city employees in southeast Wisconsin with two plant locations. Vince truly believes in creating jobs in the areas where they are needed most. In addition to SIC Inc., Vince is also president of the board of BOCC LLC-WI, Founder of RLSR Enterprise and SIG Inc.

Involved in the small business environment for over 25 years, Vince has learned that small business must have a voice and a partnership with all agencies of government, from local to state to federal. Serving in many roles dealing with small business issues, he found that small business is best served when we have state agencies that listen to the concerns of small business and operate shoulder to shoulder with small business community. This creates a win-win situation for the community at large.



Andre Jacque, Senator for Wisconsin's 1st Senate District

André has served as a member of the council since early 2013, and chairs the Senate Committee on Local Government, Small Business, Tourism and Workforce Development. He is in his first term as a member of the Wisconsin State Senate following four terms as a State Representative beginning in 2011, and lives in De Pere with his wife and five children. Sen. Jacque has worked on a variety of environmental issues during his time in the legislature and is a member of the National Caucus of Environmental Legislators and a Birkholz Institute Fellow and steering committee member for the Great Lakes-St. Lawrence Legislative Caucus on Water Quality.

André's service on the SBEC has provided him vital perspective as a legislator and the opportunity to bring forward important legislation on behalf of the council. He strongly believes that the DNR's Small Business Environmental Assistance Program is an invaluable resource for his constituents and the entire state; and looks forward to working with his council colleagues and stakeholders in increasing awareness and utility of the program.



Mark Miller, Senator for Wisconsin's 16th Senate District

Senator Miller was appointed to the council in 2019. Senator Miller is serving his fourth term in the Wisconsin Senate. He represents the 16th Senate District in Dane County. He was elected in 2004 and re-elected in 2008, 2012 and 2016. Senator Miller served his country as a fighter pilot in the Wisconsin Air National Guard, retiring in 1995 at the rank of Lieutenant Colonel after 30 years in the Guard. Before his election to the State Senate, Senator Miller served in the Wisconsin State Assembly from January of 1999 to January of 2005. Senator Miller also served on the Dane County Board of Supervisors.

As a former small business owner, Senator Miller understands the critical role small businesses play in the success of our economy and communities.



Greg Pils, Director, DNR Bureau of Environmental Analysis & Sustainability

Greg was appointed to represent DNR on the council in May 2019. As Director of the department's Bureau of Environmental Analysis and Sustainability, he and his team are responsible for administering multiple program areas that intersect with small business development, including the small business assistance, compliance audit and Green Tier programs. Greg earned a degree in Chemistry from UW-Madison and joined the department in 1997 after working for a handful of small private environmental laboratories and consulting firms where he learned that building strong collaborative relationships between the DNR and regulated businesses is essential to developing and sustaining a thriving small business community. Greg and his team are committed to ensuring that Wisconsin's small businesses are provided with the tools, resources and support they need to achieve and surpass established standards for environmental performance and stewardship.